

A story of how tobacco prevention and control partnerships can strengthen the message about the dangers of tobacco use.

The challenge.

The advisory board, representatives of multi-county subcontractors through the Washington Association of Community & Migrant Health Centers, determined that one of its major objectives would be to reach out to families and youth with a message about the dangers of tobacco use.

In developing their strategies, the board found it difficult to locate materials for Spanish readers that presented a compelling and culturally appropriate message to our Hispanic populations.

Adding to the difficulty in finding appropriate materials in Spanish was the diversity in the populations between the counties that the advisory board members represented, ranging from young contemporary urban dwellers to traditional and migrant or seasonal farm workers.



The Yakima Valley Farm Workers Clinic, representing Benton-Franklin and Walla Walla counties took on the development of an advertising campaign to convey a positive, simple message for quitting tobacco use targeting Hispanic families. In collaboration with a local radio station and

Spanish newspaper publisher, a series of newspaper and radio ads were developed with a positive message that would appeal to a broad Hispanic audience. As a result of that collaboration, the newspaper ads that were published throughout the year were developed into a series of three posters.

The message.

The posters were printed and are being distributed in communities through tobacco prevention and control partners in several countries. The posters are showing up in examination rooms, waiting areas, lobbies, and other locations frequently visited by Hispanic populations.

"It's important to reach all populations with the healthy message of not using tobacco. Providing posters that not only are language friendly, but culturally sensitive is imperative in being successful in relaying the message to our Hispanic community." *Amy Ward, Director, Tobacco Free Benton-Franklin Counties.*

The next project for YVFWC's tobacco prevention and control staff is to develop a campaign and poster that can be used to encourage adult Hispanic tobacco users to talk to their healthcare providers about the dangers of tobacco use.

The materials will address the dangers of tobacco use to their own health, and how their habit can affect the health of their loved ones. In conjunction with the new campaign, we will also look at a systems change in how healthcare professionals can better capture Latino patients with a desire to quit tobacco use.

Coming next:

“Quitters”

A project that will encourage tobacco users to talk to their healthcare providers about the health risks of tobacco use and how they can quit.